

3 maintaining an account for each consumer, said account having a limited direct
4 identification of said consumer with said account to exclude identification of said consumer by
5 name;
6 associating each consumer account with a unique key;
7 permitting access to said consumer account upon presentation of said unique key
8 over said communications network;
9 accepting offered promotions over said communications network of at least one
10 item for presentation to consumers, said offered promotions from a promoter of said item;
11 presenting promotion choices from said offered promotions of items available at
12 at least one store associated with said unique key over said communications network;
13 recording selections of said promotion choices made by said consumer over said
14 communications network;
15 receiving data of purchased items by said consumer at said associated store; and
16 reconciling said selections and purchases to credit said consumer.

B3 c7 cont'd
1 77. The method of claim 59 wherein said consumer account maintaining step
2 having a limited direct identification of said consumer with said account by an address.

c7 cont'd
B4
1 79. The method of claim 78 wherein said consumer account maintaining step
2 comprises:
3 maintaining a database of only said key, at least one financial institution account
4 number, and purchasing history for each consumer.

Cancel claims 32, 78 and 83. ✓

REMARKS

Consideration of the patent application, as amended, is respectfully requested.

Of previously pending claims 1-26, 28-41 and 59-89, all were rejected. Claims 28-31 and 33 were rejected under 35 U.S.C. §112, second paragraph, for indefiniteness. Accordingly, claim 28 has been amended to depend now on claim 1 and also render proper the dependence of claims 29-31 upon claim 28. Claims 28 and 79 were also amended to correct typographical errors.